



www.kpho.com

**CBS5**  
**Meredith Corporation**  
**FED ID# 42-0410230**  
**4016 N Black Canyon**  
**Phoenix, AZ 85017**  
**(602)264-1000**

# CONTRACT

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 497335 /		<u>Alt Order #</u> 06362059
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/04/12 - 10/10/12		<u>Estimate #</u> 1964
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/03/12 / 10/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPHO	<u>Account Executive</u> Matt Norten	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KPHO	10/04/12	10/05/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				1	\$1,300.00			
2	KPHO	10/04/12	10/05/12	CBS 5 NEWS @ NOON	M-F 12p-1230p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				1	\$450.00			
3	KPHO	10/04/12	10/05/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$300.00			
4	KPHO	10/04/12	10/05/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				1	\$750.00			
5	KPHO	10/04/12	10/05/12	M-F 5-530am	M-F 5-530a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$350.00			
6	KPHO	10/04/12	10/05/12	M-F 530-6a	M-F 530-6a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$350.00			
7	KPHO	10/08/12	10/10/12	M-F 6-630a	M-F 6-630a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				1	\$200.00			
8	KPHO	10/04/12	10/05/12	M-F 630-7a	M-F 630-7a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				1	\$200.00			
9	KPHO	10/04/12	10/05/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				1	\$1,000.00			
10	KPHO	10/04/12	10/05/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				1	\$800.00			
11	KPHO	10/05/12	10/05/12	CSI:NY	Fri 7p-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
497335 /	06362059

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/04/12 - 10/10/12	SENATE MAJORITY PAC	1964

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/03/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12   10/07/12   ----1--   1   \$3,500.00												
12	KPHO	10/08/12	10/08/12	HAWAII FIVE-0	Mon 9p-10p		:30			NM	1	\$5,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   1-----   1   \$5,500.00												
13	KPHO	10/07/12	10/07/12	CBS 5 NEWS @ 530P	Su 530p-6p		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12   10/07/12   -----1   1   \$750.00												
14	KPHO	10/07/12	10/07/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12   10/07/12   -----1   1   \$4,000.00												
15	KPHO	10/04/12	10/04/12	Cardinal's Football	Cardinal's Football		:30			NM	1	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12   10/07/12   ---1---   1   \$15,000.00												
16	KPHO	10/04/12	10/04/12	ELEMENTARY	Thu 9p-10p		:30			NM	1	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12   10/07/12   ---1---   1   \$7,500.00												
17	KPHO	10/09/12	10/09/12	NCIS	Tue 7p-8p		:30			NM	1	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   -1-----   1   \$7,500.00												
18	KPHO	10/10/12	10/10/12	CSI: CRIME SCENE INVESTI	Wed 9p-10p		:30			NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   --1----   1   \$4,000.00												
19	KPHO	10/08/12	10/10/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   2   \$300.00												
20	KPHO	10/08/12	10/10/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   1   \$750.00												
21	KPHO	10/08/12	10/10/12	M-F 5-530am	M-F 5-530a		:30			NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   2   \$350.00												
22	KPHO	10/08/12	10/10/12	M-F 530-6a	M-F 530-6a		:30			NM	3	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   3   \$350.00												
23	KPHO	10/08/12	10/10/12	M-F 630-7a	M-F 630-7a		:30			NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   2   \$200.00												
24	KPHO	10/08/12	10/10/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   1   \$1,000.00												
25	KPHO	10/08/12	10/10/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   MTW----   2   \$800.00												
<b>Totals</b>											<b>34</b>	<b>\$60,550.00</b>

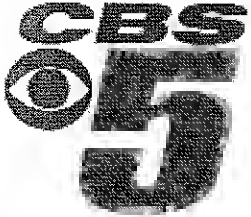
\*Tax 1 Note: Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/10/12	34	\$60,550.00	\$51,467.50	\$257.34	\$51,724.84
<b>Totals</b>	<b>34</b>	<b>\$60,550.00</b>	<b>\$51,467.50</b>	<b>\$257.34</b>	<b>\$51,724.84</b>

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10/04/12 - 10/10/12	SENATE MAJORITY PA	1964

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/03/12 / 10/03/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	Kevin James	<b>Station</b>	KPHO
<b>FROM:</b>	Matt Norten	<b>HRP OFFICE:</b>	Washington, DC

**REQUEST RECEIVED FROM**

**DATE:** 10/10/12

<b>BUYER:</b>	Spencer Wood
<b>AGENCY:</b>	Waterfront Strategies
<b>ADDRESS:</b>	1010 Wisconsin Ave, NW Suite 800 Washington DC, 20007
<b>PHONE #:</b>	202-338-8700
<b>FAX #:</b>	202-338-0864
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Senate Majority Pac
<b>CHAIRPERSON:</b>	Rebecca Lambe
<b>TREASURER:</b>	
<b>ADDRESS:</b>	700 13 <sup>th</sup> St NW Suite 600 Washington DC 20005
<b>PHONE #:</b>	202-550-6068
<b>FAX #:</b>	
<b>OTHER:</b>	<a href="http://www.majority2012.com/">http://www.majority2012.com/</a>

**FOR**

<b>CANDIDATE:</b>	Issue
<b>OFFICE:</b>	Issue
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As ordered				

**Total Charges:**

This broadcast time will be used by: Majority PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC

700 137A Street NW

Washington, DC 20005

202-350-6060

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group. Majority PAC

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Rebecca Lang*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/4/12

Date

*Rebecca Lang*

Signature

202-338-5700

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>As ordered</i>			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.